

This listing of claims will replace all prior versions,  
and listings, of claims in the application:

- 1 Claim 1 (currently amended): A method comprising:  
2 a) accepting ad document information;  
3 b) using the ad document information to determine  
4 content in addition to content of the ad document; and  
5 c) combining at least a portion of content of the ad  
6 document and at least a portion of the determined  
7 content for presentation to a the user together with  
8 page content,  
9 wherein the ad document is at least one ad, and  
10 wherein the page content is not directly used to  
11 determine the determined content.
- 1 Claim 2 (original): The method of claim 1 wherein the at  
2 least one ad is for a product and wherein the determined  
3 content is a review for the product.
- 1 Claim 3 (original): The method of claim 1 wherein the at  
2 least one ad is for a service and wherein the determined  
3 content is a review for the service.
- 1 Claim 4 (original): The method of claim 1 wherein the at  
2 least one ad is for a product or service and wherein the  
3 determined content is a news story about the product or  
4 service.
- 1 Claim 5 (original): The method of claim 1 wherein the  
2 determined content is a search query related to the  
3 document.

1 Claim 6 (original): The method of claim 1 wherein the  
2 determined content is a message from a user group.

1 Claim 7 (currently amended): A method comprising:  
2 a) accepting document information;  
3 b) using the document information to determine content  
4 in addition to content of the document;  
5 c) using the determined content, determining further  
6 content; and  
7 d) combining at least a portion of content of the  
8 document, at least a portion of the determined  
9 content, and at least a portion of the determined  
10 further content for presentation to a the user.

1 Claim 8 (original): The method of claim 7, wherein the  
2 determined content is one of (A) a news story, (B) a  
3 review, (C) a search query, and (D) a user group message,  
4 and  
5 wherein the further determined content is at least one  
6 ad relevant to the determined content.

1 Claim 9 (currently amended): Apparatus comprising:  
2 a) an input for accepting ad document information;  
3 b) means for determining content in addition to  
4 content of the ad document using the ad document  
5 information; and  
6 c) means for combining at least a portion of content  
7 of the document and at least a portion of the  
8 determined content for presentation to a the user  
9 together with page content,  
10 wherein the ad document is at least one ad, and

11           wherein the page content is not directly used to  
12 determine the determined content.

1   Claim 10 (original): The apparatus of claim 9 wherein the  
2   at least one ad is for a product and wherein the determined  
3   content is a review for the product.

1   Claim 11 (original): The apparatus of claim 9 wherein the  
2   at least one ad is for a service and wherein the determined  
3   content is a review for the service.

1   Claim 12 (original): The apparatus of claim 9 wherein the  
2   at least one ad is for a product or service and wherein the  
3   determined content is a news story about the product or  
4   service.

1   Claim 13 (original): The apparatus of claim 9 wherein the  
2   determined content is a search query related to the  
3   document.

1   Claim 14 (original): The apparatus of claim 9 wherein the  
2   determined content is a message from a user group.

1   Claim 15 (currently amended): Apparatus comprising:  
2       a) an input for accepting document information;  
3       b) means for determining content in addition to  
4       content of the document using the document  
5       information;  
6       c) means for determining further content using the  
7       determined content; and  
8       d) means for combining at least a portion of content  
9       of the document, at least a portion of the determined

10 content, and at least a portion of the determined  
11 further content for presentation to a ~~the~~ user.

1 Claim 16 (original): The apparatus of claim 15, wherein  
2 the determined content is one of (A) a news story, (B) a  
3 review, (C) a search query, and (D) a user group message,  
4 and  
5 wherein the further determined content is at least one  
6 ad relevant to the determined content.

1 Claim 17 (new): The method of claim 2, wherein the acts of  
2 (b) using the ad document information to determine content  
3 in addition to content of the ad document, and (c)  
4 combining at least a portion of content of the ad document  
5 and at least a portion of the determined content for  
6 presentation to a user together with page content, are  
7 performed automatically by a machine executing  
8 machine-executable instructions.

1 Claim 18 (new): The method of claim 3, wherein the acts of  
2 (b) using the ad document information to determine content  
3 in addition to content of the ad document, and (c)  
4 combining at least a portion of content of the ad document  
5 and at least a portion of the determined content for  
6 presentation to a user together with page content, are  
7 performed automatically by a machine executing  
8 machine-executable instructions.

1 Claim 19 (new): The method of claim 4, wherein the acts of  
2 (b) using the ad document information to determine content  
3 in addition to content of the ad document, and (c)  
4 combining at least a portion of content of the ad document

5 and at least a portion of the determined content for  
6 presentation to a user together with page content, are  
7 performed automatically by a machine executing  
8 machine-executable instructions.

1 Claim 20 (new): The method of claim 7, wherein the acts of  
2 (b) using the document information to determine content in  
3 addition to content of the document, (c) using the  
4 determined content, determining further content, and (d)  
5 combining at least a portion of content of the document, at  
6 least a portion of the determined content, and at least a  
7 portion of the determined further content for presentation  
8 to a user, are performed automatically by a machine  
9 executing machine-executable instructions.